


*-Your Forecast to Breathe By-
2004 National Air Quality Conference
But wait. . . there's more*

Spreading the word about air
quality and health – A public
education program partnering
with the medical community

*Barbara L. Page, Public Information Manager
Ventura County Air Pollution Control District
Ventura, California*



"7 steps to a successful
ad program"









1. Follow the research

- 1997 Public Opinion research
- What were the messages
- Focus program on most critical messages

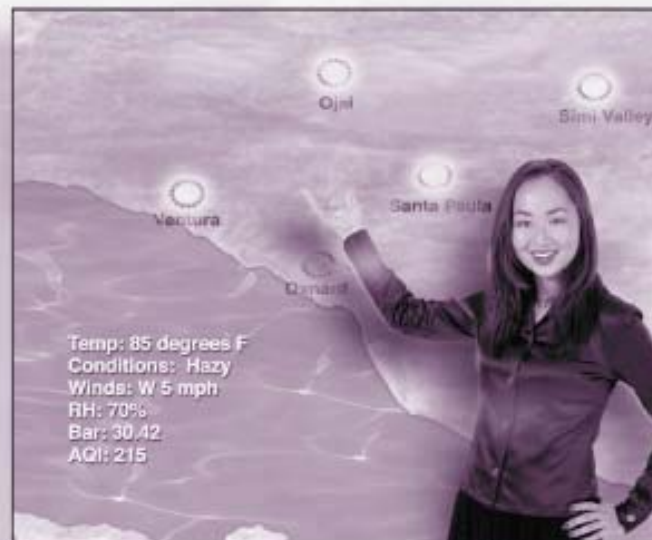
2. Answer the burning question “What’s in it for me?”

- Make it relevant
- Make it real
- Make it personal

“ Today’s Forecast: Sunny with a Chance of Heart and Lung Disease ”



Dr. Imelda DeForest, Pediatrician, Oxnard



Dr. DeForest checks the forecast **every day**... the air quality forecast, that is. You can find it too, in the **Ventura County Star**, **Los Angeles Times** and **online**.

The Air Quality Index gives you easy-to-understand, color-coded information on **air quality and health**.

Protect your children, family members with **respiratory and heart disease** and **seniors**.
Know when it's safe to have your day in the sun.

90% of Californians breathe unhealthy air at times.

What can you do? Visit www.vcapcd.org



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3. Remember - - people respond to emotion

- Logic only goes so far
- Find emotional hot buttons
- Make audience “feel” something

“Playing Outside Can Be Hazardous to Your Child’s Health”



Dr. Paul Block, Pulmonologist, Thousand Oaks



Dr. Block knows a game of tag could increase your child's risk of asthma. The results of a 2002 California Air Resources Board study were breathtaking—children playing 3 or more team sports in smoggy communities developed asthma at a rate 3 times higher than children in neighborhoods with cleaner air. Keeping the air clean will keep your kids breathing through their lungs, not a inhaler.

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4. Keep the creative focus on strategy

- What are your objectives
- Who is your audience
- What do you want them to think

“Exhausted and Burned Out? Could Be Particle Build-Up”



Dr. Antonio Ruelas, Family Practitioner, Santa Paula



Dr. Ruelas is concerned about the damage to your heart and lungs from toxic particles. Each year, thousands of Californians die prematurely from inhaling polluted air.

The biggest culprit? Diesel engines.

In fact, diesel exhaust is one of the most damaging pollutants for children in California. And, here in our county, over 35,000 students ride diesel buses to school every day.

So, be particular about your health. Help keep the air clean.

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5. Remember - - less is more

- Simple statements
- Remember the reading vocabulary of the average person is about 8,000 words
- Cut through clutter for focused message

Dr. Robert Lum 60-second radio spot



6. Align the media with the audience

- Be selective
- Define audience & find out how they get their messages – online, TV, radio, etc.
- And then – budget – most bang for the buck

CLEAN AIR TODAY

Special Edition

Summer 2002

“Exhausted and Burned Out?
Could Be Particle Build-Up”



Design: James Olson, Olson Design Group • Photography: Z-Solution



Dr. Imelda DeForest of Oxnard is concerned about the damage to your heart and lungs from toxic particles. **Page 2**

90% of Californians breathe unhealthy air at times. **How your health can be compromised. Page 4**

7. Once is never enough

- According to IABC, audience must receive the same message a minimum of four time before it starts to sink in
- Visible, consistent messages delivered over an extended period of time are more likely to be noticed & remembered

Campaign numbers

- Posters – 1,058 sets (4 posters)
- Radio spots – 660 on 5 stations
- Supplement – 110,475 in paper on July 4; additional 54,700 distributed with posters
- Media launch – TV coverage; 2 radio stations; 3 newspapers

Final thoughts

Over-communication is a way of life. In an information-overloaded society, communicators must be selective.